

Message Text

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PAGE 01 MANILA 12553 191056Z

53

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----- 047459

R 190658Z AUG 76
FM AMEMBASSY MANILA
TO USDOC WASHDC
INFO AMEMBASSY SEOUL
AMEMBASSY TAIPEI
AMCONGEN HONG KONG
AMEMBASSY CANBERRA
AMEMBASSY WELLINGTON
SECSTATE WASHDC 9139

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E.O. 11652: N/A

TAGS: BEXP, RP

SUBJ: EAST ASIA EMERGENT MARKETS PROPOSED TRADE PROMOTION
PROGRAM FOR FY '78

REF: A. USDOC 12044, B. USDOC 13154, C. MANILA 8768,
D. USDOC 13670, E. MANILA 5334

1. THE OIM PROPOSED TRADE PROMOTION PROGRAM FOR FY 78
SEEMS CONSISTENT WITH OUR THEME RECOMMENDATIONS.

2. EMBASSY MANILA CAN ABSORB TWO TRADE MISSIONS BACK-TO-
BACK IN MAY/JUNE 78 ONLY IF THE FOOD PROCESSING AND
PACKAGING MISSION IS SCHEDULED FOR EARLY MAY AND THE
COMMERCIAL FISHING MISSION FOR LATE JUNE.

3. WE DO NOT SEE A NEED FOR THE BUILDING EQUIPMENT AND
SUPPLIES CATALOG SHOW IN JANUARY 78. USDOC HAS JUST
CONFIRMED (REFTEL B) A CATALOG SHOW ON THE SAME THEME
FOR JANUARY 77 AS PART OF THE FY 77 CCP.

4. AS STANDS, OUR USDOC EVENT SCHEDULE IS EMPTY
FROM THE APRIL 77 TYPE I TIMBER INDUSTRIES EQUIPMENT
TRADE FAIR TO THE MAY 78 FOOD PROCESSING AND PACKAGING
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TRADE MISSION. WE WILL CONTINUE OF COURSE OUR POST

GENERATED TRADE PROMOTION ACTIVITY DURING THIS PERIOD.
WE ASKED IN REFTEL C THAT COMMERCE SUPPORT THE
BUSINESS CENTER DISPLAY PROGRAMS BY CONSIDERING A
CATALOG SHOW ON ENERGY SYSTEMS AND INDUSTRIAL POWER
EQUIPMENT, AND/OR A TECHNICAL SEMINAR ON MATERIALS
HANDLING EQUIPMENT AND SYSTEMS. WE STILL HOPE USDOC
CAN ARRANGE SOMETHING ALONG THESE LINES.
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